

## PRESS RELEASE

### RewardsPlus Embraces 'Make in India' Vision with a Shift to Zoho

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In a move that underscores its commitment to the Government of India's "Make in India" vision, RewardsPlus, a pioneering Indian startup, is proudly announcing its transition from established Multinational Corporation (MNC) productivity tools to Zoho, a leading Indian software company.

Effective April 5, 2024, RewardsPlus will be employing Zoho's comprehensive suite of applications, including Mail, Sheets, and Docs, for all its internal communication and document management needs. This decision reflects a conscious effort by the company to support the burgeoning Indian technology sector and contribute to the nation's economic self-reliance.

**"At RewardsPlus, we are not just building a business; we are building a vision for a stronger India," said Avinash Jha, Founder & CEO of RewardsPlus.** "Embracing Zoho aligns perfectly with our values and our unwavering belief in the potential of Indian innovation. We are confident that this shift will empower our team with robust, secure, and user-friendly tools while fostering a spirit of national pride."

It is important to clarify that this transition is strictly for internal business purposes. Employees are free to continue using their preferred productivity tools for personal use cases.

#### Empowering SMBs Through Technology and Branding

Since its inception in 2021, RewardsPlus has been a champion for small and medium-sized businesses (SMBs). The company's core mission is to empower SMBs to achieve scale by harnessing the combined power of technology and branding. RewardsPlus' dedication to its clients is evident in its successful track record of helping businesses like Kandavika, Monbold, Steps Forever, Daily Essentials, Honey Money Top, and Neverowned achieve their goals.

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#### About RewardsPlus

RewardsPlus is a Delhi-based tech startup founded in 2021 with a mission to empower SMBs to achieve scale through the combined forces of technology and branding. The company offers a comprehensive suite of services designed to help businesses grow and reach their full potential.